

WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222

Billing: (407)389-7661

www.wesh.com

Billing Address:

Crossroads Media Attention: Accounts Payable 66 Canal Center Plaza Suite 555 Alexandria, VA 22314

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
952750-1	09/30/12	September 2012	08/27/12 - 09/27/12

Station	Account Executive	Sales Office	Sales Region
WESH	Fran Berg	Eagle-Washingto	National

Advertiser	Product	Estimate Number
American Crossroads - Issu	AMERICAN CROSSR	OADS 1017

Flight Dates 09/19/12 - 09/27/12	Order # 952750	Alt Order # 07904687
Billing Calendar Broadcast	Billing Type Cash	Deal #
Special Handling		
IDB#	Advertiser Code	Product Code 27
Agency Ref	Advertiser Ref	×

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S	n	0	ts	5/

			Spots/			
ine Start Date End Date Description Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 09/19/12 09/21/12 M-F Early Sunrise 5:00-6:00 AM Class of Time - Fixed Non Pre-emptible	1-1	:30	2	\$500.00	NM	
Weeks: Start Date 09/17/12 End Date 09/23/12 MTWTFS - 1-1 Spots/Week 2	<u>Rate</u> \$500.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHW 09/19/12 5:42 AM M-F Early Sunrise	5:00-6:00 AM	:3	0 USPRTV1	8асн		\$500.00 NM
2 WESHF 09/21/12 5:43 AM M-F Early Sunrise	5:00-6:00 AM	:3	0 USPRTV1	8ACH		\$500.00 NM
2 09/25/12 09/27/12 M-F Early Sunrise 5:00-6:00 AM Class of Time - Fixed Non Pre-emptible	-1-1	:30	2	\$500.00	NM	
Weeks: Start Date 09/24/12 End Date 09/30/12 MTWTFSS 09/30/12 Spots/Week 2	<u>Rate</u> \$500.00				3	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHTu 09/25/12 5:24 AMM-F Early Sunrise	5:00-6:00 AM	:3	0 USPRTV1	8ACH		\$500.00 NM
2 WESHTh 09/27/12 5:43 AM M-F Early Sunrise	5:00-6:00 AM	:3	0 USPRTV1	8ACH		\$500.00 NM
3 09/24/12 09/26/12 M-F Sunrise @6AM 6:00-7:00 AM Class of Time - Pre-emptible with notice	1-1	:30	2	\$1,200.00	NM	
Weeks: Start Date 09/24/12 End Date 09/30/12 MTWTFSS 1-1 Spots/Week 2	<u>Rate</u> \$1,200.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Lengt	h Ad-ID			Rate Type
2 WESHM 09/24/12 6:22 AM M-F Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV1	8ACH		\$1,200.00 NM
1 WESHW 09/26/12 6:28 AM M-F Sunrise @6AM	6:00-7:00 AM	:3	0 USPRTV1	8ACH		\$1,200.00 NM
4 09/19/12 09/21/12 NBC Today Show 7:00-9:00 AM Class of Time - Pre-emptible with notice	1-1	:30	2	\$1,800.00	NM	
Weeks: Start Date 09/17/12 End Date 09/23/12 MTWTFSS1-1 Spots/Week 2	<u>Rate</u> \$1,800.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHW 09/19/12 8:37 AM NBC Today Show	7:00-9:00 AM	:3	0 USPRTV1	8ACH		\$1,800.00 NM
2 WESHF 09/21/12 8:58 AM NBC Today Show	7:00-9:00 AM	:3	0 USPRTV1	8ACH		\$1,800.00 NM
5 09/25/12 09/27/12 NBC Today Show 7:00-9:00 AM Class of Time - Pre-emptible with notice	-1-1	:30	2	\$1,800.00	NM	
Weeks: Start Date 09/24/12 End Date 09/30/12 MTWTFSS HTML Spots/Week 2	<u>Rate</u> \$1,800.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Lengt	h Ad-ID			Rate Type
1 WESHTu 09/25/12 7:30 AM NBC Today Show	7:00-9:00 AM	:3	0 USPRTV1	.8ACH		\$1,800.00 NM
2 WESHTh 09/27/12 8:59 AM NBC Today Show	7:00-9:00 AM	:3	0 USPRTV1	.8ACH		\$1,800.00 NM





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date **Invoice Month** Invoice Period 952750-1 09/30/12 September 2012 08/27/12 - 09/27/12

Advertiser **Product** Estimate Number American Crossroads - Issi AMERICAN CROSSROADS 1017

www.wesh.com									
						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
6 09/20/12 Class of T	09/20/12 ime - Fixed No	Regis & Kelly 9-10 AM on Pre-emptible	9:00-10:00 AM	~ <u>\$4</u> ~2 T	:30	1	\$1,000.00	NM	NC 281
Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/12T	Spots/Week 1	<u>Rate</u> \$1,000.00			=	*	
Spots: # C 1 W		Date Air Time Descrip 9:58 AM Regis &		Start/End Time 9:00-10:00 AM		<u>h</u> <u>Ad-ID</u> 0 USPRTV1	8ACH		<u>Rate</u> <u>Type</u> \$1,000.00 NM
7 09/24/12 Class of T	09/26/12 ime - Fixed No	Regis & Kelly 9-10 AM on Pre-emptible	9:00-10:00 AM	1-1	:30	2	\$1,000.00	NM	-
Weeks:	Start Date 09/24/12	End Date MTWTFSS 1-1	Spots/Week 2	<u>Rate</u> \$1,000.00			= -		
Spots: # C				Start/End Time		h Ad-ID			Rate Type
		/24/12 9:36 AM Regis &		9:00-10:00 AM		0 USPRTV1			\$1,000.00 NM
		/26/12 9:52 AM Regis &	Kelly 9-10 AM	9:00-10:00 AM	:3	0 USPRTV1	8ACH		\$1,000.00 NM
		NBC Today Show II otible with notice	10AM-11AM	1-1	:30	2	\$900.00	NM	
Weeks:	Start Date 09/17/12	09/23/121-1	Spots/Week 2	<u>Rate</u> \$900.00					
Spots: # C				Start/End Time		h Ad-ID	0		Rate Type
8 120	promote to the state of	/19/12 10:59 AM NBC To /21/12 10:30 AM NBC To		10AM-11AM 10AM-11AM		0 USPRTV1			\$900.00 NM
							DACII		\$900.00 NM
		NBC Today Show II otible with notice	10AM-11AM	-1-1	:30	2	\$900.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS -1-1	Spots/Week 2	<u>Rate</u> \$900.00					
Spots: # C			 0	Start/End Time	Lenat	h Ad-ID			Rate Type
1 W	VESHTu 09	/25/12 10:50 AM NBC To	oday Show II	10AM-11AM		0 USPRTV1	8ACH		\$900.00 NM
2 W	VESH <i>Th</i> 09, Credited		oday Show II	10AM-11AM	:0	00			\$900.00 NM
10 09/24/12 Class of T	09/26/12 ime - Pre-emp	NBC Today Show III otible with notice	11AM-12PM/10-11	/ 1-1	:30	2	\$750.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS 1-1	Spots/Week 2	<u>Rate</u> \$750.00					
Spots: # C				Start/End Time		th Ad-ID			Rate Type
1		/24/12 11:29 AM NBC To	•	11AM-12PM/10		0 USPRTV1			\$750.00 NM
1 V\	VESHW 09	/26/12 11:52 AM NBC To	oday Show III	11AM-12PM/10	-11/ :3	0 USPRTV1	8ACH		\$750.00 NM
11 09/20/12 Class of T	09/20/12 ime - Fixed N	Days of Our Lives on Pre-emptible	1:00-2:00 PM	T	:30	1	\$800.00	NM	
Weeks:	Start Date 09/17/12	End Date MTWTFSST	Spots/Week	<u>Rate</u> \$800.00					
Spots: # C		A STATE A STATE OF THE STATE OF	ition I	Start/End Time	Lena	th Ad-ID			Rate Type
(a) (a) (b) (b) (c) (c) (c) (c) (c) (c) (c) (c) (c) (c	VESHTh 09			1:00-2:00 PM		0 USPRTV1	8ACH		\$800.00 NM
12 09/24/12 Class of T	09/26/12	Days of Our Lives on Pre-emptible	1:00-2:00 PM	1-1	:30	2	\$800.00	NM	
Weeks:	Start Date 09/24/12	End Date MTWTFSS 1-1	Spots/Week 2	Rate					
Spots: # C				\$800.00 Start/End Time	Leng	th Ad-ID			Rate Type
		/24/12 2:00 PM Days of		1:00-2:00 PM		30 USPRTV1	8ACH		\$800.00 NM
1 W	VESHW 09	/26/12 1:28 PM Days of	Our Lives	1:00-2:00 PM	:3	0 USPRTV1	8ACH		\$800.00 NM
13 09/19/12 Class of T	09/21/12 ime - Pre-emp	KATIE COURIC DAY otible with notice	2-3PM	1-1	:30	2	\$300.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					
Spots: # C	09/17/12 h <u>Day Air</u>	09/23/121-1 Date Air Time Descrip	2 stion	\$300.00 Start/End Time	Lana	th Ad ID			Poto Time
₁ οροίο. <u>π</u> ο	Day All	Date MI TIME DESCRIP	<u>rtioi1</u>	Standend Time	Leng	th Ad-ID			Rate Type



Invoice Date Invoice # **Invoice Month** Invoice Period 952750-1 09/30/12 08/27/12 - 09/27/12 September 2012

Advertiser **Product** Estimate Number American Crossroads - Issi AMERICAN CROSSROADS 1017

www.v	esh.com									
							Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
13	09/19/12 Class of Tin	09/21/12 ne - Pre-emp	KATIE COURIC DAY	2-3PM	1-1	:30	2	\$300.00	NM	artika di kara Tilang penta dalah ka
	Spots: # Ch				Start/End Time		h Ad-ID			Rate Type
			19/12 2:59 PM KATIE		2-3PM		0 USPRTV1			\$300.00 NM
	1 VVE	SHF 09/	21/12 2:19 PM KATIE	COURIC DAY	2-3PM	:3	0 USPRTV1	.8ACH		\$300.00 NM
14			KATIE COURIC DAY otible with notice	2-3PM	-1-1	:30	2	\$300.00	NM	
	Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/12 -1-1	Spots/Week 2	<u>Rate</u> \$300.00					
i.	Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
		SHTu 09/			2-3PM		0 USPRTV1			\$300.00 NM
	2 WE	ESHTh 09/	27/12 2:45 PM KATIE	COURIC DAY	2-3PM	:3	0 USPRTV1	.8ACH		\$300.00 NM
15	09/20/12 Class of Tin	09/20/12 ne - Pre-emp	M-F 3-4 PM otible with notice	3:00-4:00 PM	T	:30	1	\$600.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSST	Spots/Week 1	<u>Rate</u> \$600.00					
		Day Air	Date Air Time Descri	ption	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WE	SHTh 09/	20/12 3:31 PM M-F 3-	4 PM	3:00-4:00 PM	:3	0 USPRTV1	.8ACH		\$600.00 NM
16	09/24/12 Class of Tir	09/26/12 ne - Pre-emp	M-F 3-4 PM otible with notice	3:00-4:00 PM	1-1	:30	2	\$600.00	NM	
	Weeks:	Start Date 09/24/12	End Date MTWTFSS 09/30/12 1-1	Spots/Week 2	Rate \$600.00					
	Spots: # Ch	Day Air		 :	Start/End Time	Lengt	h Ad-ID			Rate Type
	· · · · · · · · · · · · · · · · · · ·		/24/12 3:20 PM M-F 3-		3:00-4:00 PM		0 USPRTV1	L8ACH		\$600.00 NM
	1 WE	ESHW 09/	/26/12 3:28 PM M-F 3-	4 PM	3:00-4:00 PM	:3	0 USPRTV1	L8ACH		\$600.00 NM
17	09/19/12 Class of Tir	09/21/12 ne - Fixed No	M-F 4-5 PM NEWS	M-F 4-5 PM	1-1	:30	2	\$1,200.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/121-1	Spots/Week 2	Rate \$1,200.00	_		p 21		10 10000
	Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Type
			/19/12 4:23 PM M-F 4-	5 PM NEWS	M-F 4-5 PM	:3	0 USPRTV	L8ACH		\$1,200.00 NM
	2 WE	SHF 09/	/21/12 4:40 PM M-F 4-	5 PM NEWS	M-F 4-5 PM	:3	0 USPRTV	L8ACH		\$1,200.00 NM
18	09/25/12 Class of Tir	09/27/12 ne - Fixed No	M-F 4-5 PM NEWS on Pre-emptible	M-F 4-5 PM	-1-1	:30	2	\$1,200.00	NM	
	Weeks:	Start Date 09/24/12	End Date MTWTFSS -1-1	Spots/Week 2	<u>Rate</u> \$1,200.00					V
	Spots: # Ch	Day Air	Date Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Type
1		ESHTu 09/		5 PM NEWS	M-F 4-5 PM	:3	0 USPRTV	L8ACH		\$1,200.00 NM
	1 WE	ESHTh 09/	/27/12 4:14 PM M-F 4-	5 PM NEWS	M-F 4-5 PM	:3	0 USPRTV	L8ACH		\$1,200.00 NM
19	09/20/12 Class of Tir	09/20/12 ne - Fixed No	M-F 5-6 PM ROT on Pre-emptible	5:00-6:00 PM	T	:30	1	\$1,600.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSST	Spots/Week 1	<u>Rate</u> \$1,600.00					
	Spots: # Ch				Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
	1 WE	ESHTh 09/	/20/12 5:43 PM M-F 5	-6 PM ROT	5:00-6:00 PM		30 USPRTV	L8ACH		\$1,600.00 NM
20	09/24/12 Class of Tir	09/26/12 me - Fixed No	M-F 5-6 PM ROT on Pre-emptible	5:00-6:00 PM	1-1	:30	2	\$1,600.00	NM	=
1	Weeks:	Start Date 09/24/12		Spots/Week 2	Rate \$1,600,00	***************************************				
	Spots: # Ch	Day Air			\$1,600.00 Start/End Time	Lena	th Ad-ID			Rate Type
	(1) range page		/24/12 5:28 PM M-F 5		5:00-6:00 PM		30 USPRTV	18ACH		\$1,600.00 NM
	2 WE		/26/12 5:28 PM M-F 5	-6 PM ROT	5:00-6:00 PM		30 USPRTV	18ACH		\$1,600.00 NM





Invoice # Invoice Date **Invoice Month** Invoice Period 952750-1 09/30/12 September 2012 08/27/12 - 09/27/12

Advertiser	Product	Estimate Number
American Crossroads - Iss	AMERICAN CROSSROADS	1017

1 WESHM 09/24/12 9:41 PM Mon NBC Prime VOICE Prime Other :30 USPRTV18ACH \$7,000.00		wesh.com									
21 09/24/12								Spots/			
Class of Time - Pre-emptible with notice Weeks: Start Date O9/24/12 O9/30/12 M 1 \$7,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Touch Start/End Time Length Ad-ID Start/End Time Length Ad-ID Start/End Time Start/End Time Start/End Time Length Ad-ID Start/End Time Length	Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
Spots: # Ch	2			Mon NBC Prime VOICE ible with notice	Prime Other	M	:30	1	\$7,000.00	NM	given a week to be
1 WESHM 09/24/12 9:41 PM Mon NBC Prime VOICE Prime Other :30 USPRTV18ACH \$7,000.00		Weeks:									A =
22 09/24/12									8ach		Rate Type
Class of Time - Pre-emptible with notice Weeks: Start Date O9/30/12 M 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID S4,500.00 Start/End Time Length Ad-ID S4,500.00 Start/End Time Length Ad-ID S4,500.00 S4,500.00 Start/End Time Length Ad-ID S4,500.00 Start/End Time Length Ad-ID S4,500.00 Start/End Time Length Ad-ID S4,500.00 Start/End Time Start/End Time Length Ad-ID S4,500.00 Start/End Time	2:	2 09/24/12	09/24/12							NIN A	ψ1,000.00 NIVI
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Sq. 500.00		Class of Tin	ne - Pre-empti	ble with notice			:30		\$4,500.00	NM	
1 WESHM 09/24/12 10:36 PM NBC Prime REVOLUTION 10:00-11:00 PM :30 USPRTV18ACH \$4,500.00 23 09/19/12 09/21/12 NBC Tonight Show 11:35P-12:35XM111 :30 3 \$1,400.00 NM Class of Time - Fixed Non Pre-emptible Weeks: Start Date 09/17/12 09/23/12111 3 \$1,400.00 Spots: # Ch Day Air Date 1 Description Start/End Time 1 Length Ad-ID Rate T 1 WESHW 09/19/12 12:31 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 2 WESHTh 09/20/12 12:10 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 3 WESHF 09/21/12 11:48 PM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 \$1,400.00			09/24/12	09/30/12 M	1						
23 09/19/12 09/21/12 NBC Tonight Show 11:35P-12:35XM111 :30 3 \$1,400.00 NM Class of Time - Fixed Non Pre-emptible Weeks: Start Date 09/17/12 09/23/12111 3 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T 1 WESHW 09/19/12 12:31 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 2 WESHTh 09/20/12 12:10 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 3 WESHF 09/21/12 11:48 PM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00							1 10-11	-	9ACII		Rate Type
Class of Time - Fixed Non Pre-emptible											\$4,500.00 NM
09/17/12 09/23/12 111 3 \$1,400.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T 1 WESHW 09/19/12 12:31 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 2 WESHTh 09/20/12 12:10 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 3 WESHF 09/21/12 11:48 PM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00		Class of Tin	ne - Fixed Nor	Pre-emptible	11:35P-12:35XM	111	:30	3	\$1,400.00	NM	
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T 1 WESHW 09/19/12 12:31 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 2 WESHTh 09/20/12 12:10 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 3 WESHF 09/21/12 11:48 PM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00		Weeks:									
2 WESHTh 09/20/12 12:10 AM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00 3 WESHF 09/21/12 11:48 PM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00			Maria Caracteria de la Car			Start/End Time		th Ad-ID			Rate Type
3 WESHF 09/21/12 11:48 PM NBC Tonight Show 11:35P-12:35XM :30 USPRTV18ACH \$1,400.00			5.000.0	SE MAN - MANNEY COM MANUA AMERICA INC.							\$1,400.00 NM
04.00/04/10 00/07/10 0											ACCOUNT TO SECURIOR OF THE CONTRACT
	2,	4 09/24/12									ψ1,+00.00 NW
Class of Time - Fixed Non Pre-emptible		Class of Tin	ne - Fixed Nor	Pre-emptible	11:35P-12:35XM		:30	4	\$1,400.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 1111 4 \$1,400.00											
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T		. –				The same of the sa	Lengt	th Ad-ID			Rate Type
A MICOLIT. COLORIAC AL FORMANICO - LA CALLANDO											\$1,400.00 NM
0 MEQUIN 00/00/40 40 00 444 PO = 1 44 PO	1		NAME OF TAXABLE PARTY.								\$1,400.00 NM
4 MEDITI - 00/07/40 - 40 00 MM PO				Section 100000 Programme 1 to 10000 Programme 1 to 10000	•			-			
ψ1,400.00							1 .3	O OSPRIVI	OACH		\$1,400.00 NM
25 09/25/12 09/25/12 NBC Prime VOICE 8:00-9:00 PM -T :30 1 \$6,000.00 NM Class of Time - Pre-emptible with notice		Class of Tin	ne - Pre-empti	ble with notice			:30	1	\$6,000.00	NM	-
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 -T 1 \$6,000.00		vveeks:									
		744 MAZING AND					Lengt	th Ad-ID			Rate Type
1 WESHTu 09/25/12 8:43 PM NBC Prime VOICE 8:00-9:00 PM :30 USPRTV18ACH \$6,000.00		1 WE	SHTu 09/2	5/12 8:43 PM NBC Pri	me VOICE	8:00-9:00 PM	:3	0 USPRTV1	8ACH		\$6,000.00 NM
26 09/26/12 09/26/12 Wed NBC Prime L&O SV Prime OtherW :30 1 \$4,000.00 NM Class of Time - Pre-emptible with notice	26			Wed NBC Prime L&O S'ble with notice	V Prime Other	W	:30	1	\$4,000.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 w 1 \$4,000.00											
0							Lengt	th Ad-ID			Rate Type
1 MECHAI 00/00/40 40:00 PMM INDO D: 100 000		1 WE	SHW 09/2	6/12 10:33 PM Wed NE	C Prime L&O SVU				8ACH		\$4,000.00 NM
27 09/20/12 09/27/12 NBC Prime ROCK CENTI10:00-11:00 PMT :30 1 \$2,500.00 NM Class of Time - Pre-emptible with notice	27			NBC Prime ROCK CEN ble with notice	TI10:00-11:00 PM	T	:30	1	\$2,500.00	NM	
Weeks: Start Date 09/17/12 End Date 09/23/12 MTWTFSS Spots/Week 1 Rate 1 1 \$2,500.00		Weeks:	Start Date	End Date MTWTFSS							
Spots: # Ch. Doy Air Date. Air Time Decembring						1 1	Lengt	th Ad-ID			Rate Type
1 WESHTh 09/20/12 10:12 PM NBC Prime ROCK CENTER 10:00-11:00 PM :30 USPRTV18ACH \$2,500.00		1 WE	SHTh 09/2	0/12 10:12 PM NBC Pri	me ROCK CENTER				.8ACH		\$2,500.00 NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/24/12 09/30/12 T 1 \$2,500.00					-						9
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate T							Lengt	th Ad-ID			Rate Type
2 MECUTE 00/07/42 40.47 DM NDO D: DOOM OFNITTED 40.00 11.00		2 WE	SHTh 09/2	7/12 10:17 PM NBC Pri	me ROCK CENTER	10:00-11:00 PM	:3	0 USPRTV1	.8ACH		\$2,500.00 NM
28 09/21/12 09/21/12 NBC Prime DATELINE 10:00-11:00 PMF :30 1 \$4,500.00 NM Class of Time - Pre-emptible with notice											



DUPINVOICE

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 09/30/12 | September 2012 | 08/27/12 - 09/27/12

Advertiser	Product	Estimate Number	_
American Crossroads - Issu	AMERICAN CROSSROADS	1017	

/WW.W	esh.com									
							Spots/			
ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Type	
28	09/21/12 Class of Tin	09/21/12 ne - Pre-em	NBC Prime DATELINE ptible with notice	10:00-11:00 PM	F	:30	Jy., P. 30 1 4.	\$4,500.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSSF	Spots/Week 1	Rate \$4,500.00					
	Spots: # Ch 1 WE		Date Air Time Descrip /21/12 10:31 PM NBC Pr		Start/End Time 10:00-11:00 PM		th <u>Ad-ID</u> 30 USPRTV1	.8ACH		Rate Typ \$4.500.00 N
29	09/22/12	09/22/12	Sat Sunrise 6-8 AM	6:00-8:00 AM	S-	:30	1	\$550.00	NM	
	Weeks:	Start Date	on Pre-emptible End Date MTWTFSS	Spots/Week	Rate				-	
	Spots: # Ch 1 WE		09/23/12S- <u>Date Air Time Descrip</u> /22/12 6:53 AM Sat Sur		\$550.00 <u>Start/End Time</u> 6:00-8:00 AM		th Ad-ID 30 USPRTV1	.8ach		<u>Rate Typ</u> \$550.00 NM
30	09/22/12 Class of Tin	09/22/12	NBC Saturday otible with notice	Sat 8-10am	S-	:30	1	\$1,800.00	NM	7000,00
	Weeks:		End Date MTWTFSS 09/23/12S-	Spots/Week	Rate					
	Spots: <u>#</u> Ch 1 WE	Day Air	<u>Date</u> <u>Air Time</u> <u>Descrip</u> /22/12 9:21 AM NBC Sa	tion_	\$1,800.00 <u>Start/End Time</u> Sat 8-10am		th <u>Ad-ID</u> 30 USPRTV1	.8ACH		<u>Rate</u> <u>Typ</u> \$1,800.00 Ni
31	09/22/12 Class of Tin	09/22/12 ne - Fixed N	SATURDAY NIGHT LIV	E SATURDAY NIGHT	IS-	:30	1	\$1,800.00	NM	
	2 9 9 3	Start Date 09/17/12	End Date MTWTFSS 09/23/12S- Date Air Time Descrip	Spots/Week 1 tion	Rate \$1,800.00 Start/End Time	Lengi	th Ad-ID			Rate Typ
	1 WE	SHSa 09	/22/12 12:56 AM SATUR	DAY NIGHT LIVE	SATURDAY NIC	GH1 :3	30 USPRTV1	L8ACH		\$1,800.00 NI
32	09/23/12 Class of Tin	ne - Fixed N	Sun Sunrise@6-8 AM on Pre-emptible	6:00-8:00 AM	S	:30	1	\$550.00	NM	
	Weeks: Spots: # Ch	09/17/12	End Date MTWTFSS 09/23/12S Date Air Time Descrip	Spots/Week 1 tion	Rate \$550.00 Start/End Time	Leng	th Ad-ID	K 11177-1000-041		Rate Typ
			/23/12 7:57 AM Sun Su		6:00-8:00 AM		30 USPRTV			\$550.00 NI
33	09/23/12 Class of Tin	09/23/12 ne - Pre-emp	NBC Sunday Today otible with notice	8:00-9:00 AM/9-11/	2S	:30	1	\$2,200.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSSS	Spots/Week 1	<u>Rate</u> \$2,200.00					
	Spots: # Ch 1 WE	<u>Day Air</u> SHSu 09			Start/End Time 8:00-9:00 AM/9-		th <u>Ad-ID</u> 30 USPRTV1	L8ACH		<u>Rate</u> <u>Typ</u> \$2,200.00 Ni
34	09/23/12 Class of Tin	09/23/12 ne - Fixed N	SA/SU 6-6:30 PM on Pre-emptible	SA/SU 5:58-6:30 P	!S	:30	1	\$1,800.00	NM	
	Weeks:	Start Date 09/17/12	End Date MTWTFSS 09/23/12S	Spots/Week 1	<u>Rate</u> \$1,800.00					
		<u>Day Air</u> SHSu 09	<u>Date</u> <u>Air Time</u> <u>Descrip</u> /23/12 6:27 PM SA/SU		Start/End Time SA/SU 5:58-6:3		th <u>Ad-ID</u> 30 USPRTV	L8ACH		<u>Rate</u> <u>Typ</u> \$1,800.00 Ni
35	09/23/12 Class of Tin	09/23/12 ne - Fixed N	NFL on Pre-emptible	8:00PM-conclusion	S	:30	1	\$15,000.00	NM	
	Weeks:	Start Date 09/17/12		Spots/Week 1	Rate \$15,000.00					
	Spots: # Ch 1 WE		/23/12 12:12 AM NFL	tion	Start/End Time 8:00PM-conclus		th <u>Ad-ID</u> 30 USPRTV	18асн		Rate Typ \$15,000.00 N
36	09/19/12 Class of Tin	09/19/12 ne - Pre-emp	NBC Prime VOICE ptible with notice	8:00-9:00 PM	W	:30	1	\$2,800.00	NM	
	Weeks:	Start Date 09/17/12	<u>End Date</u> <u>MTWTFSS</u> 09/23/12W	Spots/Week 1	<u>Rate</u> \$2,800.00					

Send Payment To:

WESH
P.O. Box 26876





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949
 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 952750-1
 09/30/12
 September 2012
 08/27/12 - 09/27/12

Advertiser Product Estimate Number

American Crossroads - Issi AMERICAN CROSSROADS 1017

www.wesh.com

					Spots/							
Line	Start Date	End Da	ite Des	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Type		
36	09/19/12			C Prime VOICE ith notice	8:00-9:00 PM	W	:30	bhamer1so		NM		
	Spots: # Ch Day Air Date Air Time Description 1 WESHW 09/19/12 7:59 PM NBC Print			ription	Start/End Time	Leng	th Ad-ID			Rate	Туре	
				Prime VOICE	8:00-9:00 PM	:3	:30 USPRTV18ACH			\$2,800.00	100000000000000000000000000000000000000	
						Total Spots		57	ĕ			

Payment Terms 30 Days

Gross Total \$101,100.00

Agency Commission \$15,165.00

Net Amount Due \$85,935.00